

Rep Order# 8863981 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 37242

Printed: 09/17/2012 7:48 AM
Last Received: 09/16/2012 3:18 PM
Showing Buylines: All Lines

1 of 3

Station KLAS-TV LAS VEGAS
Advertiser () PATRIOT MAJORITY
Product Issue
Estimate# 1770
Buyer Sarah Levene
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1/P2/E 84/91/1770
Flight Dates 09/13/2012 - 09/22/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

PLS SEE LIENS FOR CHANGES
NCIT
PLS CNF
T/R STEFAN FOR MIKE

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-----|-------------|--|-----|-------------|-------------|------------|------------|-------------|-------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | *1 | F | 700A-900A | CBS THIS MORNING | :30 | \$800.00 | 09/14-09/14 | 0 ✓ | 0 | 0 | \$0.00 | |
| | | | | Sales Remark: V3 1X NA | | | | | | | | |
| | | | | V3 Comment Changed, Spots/week Changed | | | | | | | | |
| | *2 | SU | 630A-800A | CBS NEWS SUNDAY MORNING | :30 | \$2,000.00 | 09/16-09/16 | 0 ✓ | 0 | 0 | \$0.00 | |
| | | | | Sales Remark: V3 1X NA | | | | | | | | |
| | | | | V3 Comment Changed, Spots/week Changed | | | | | | | | |
| | 3 | F | 900A-1000A | LIVE! WITH KELLY | :30 | \$750.00 | 09/14-09/14 | 1 | 1 | 1 | \$750.00 | |
| | 4 | F | 1200P-1230P | 8 NEWS NOW AT NOON | :30 | \$750.00 | 09/14-09/14 | 1 | 1 | 1 | \$750.00 | |
| 5 | 6 | SA | 500P-700P | 8 NEWS NOW AT 5PM-SAT | :30 | \$2,000.00 | 09/15-09/15 | 1 | 1 | 1 | \$2,000.00 | |
| 6 | *7 | W | 930P-1100P | BIG BROTHER FINALE | :30 | \$16,000.00 | 09/19-09/19 | 1 ✓ | 1 | 1 | \$16,000.00 | |
| | | | | Sales Remark: V3 TP AND PGM CHANGE | | | | | | | | |
| | | | | V3 More than 2 codes changed | | | | | | | | |

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| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-----|------|--------------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 7 | 8 | M-F | 700A-900A CBS THIS MORNING | :30 | \$800.00 | 09/17-09/21 | 2 | 1 | 2 | \$1,600.00 | |
| | 8 | 9 | M-F | 900A-1000A LIVE! WITH KELLY | :30 | \$750.00 | 09/17-09/21 | 3 | 1 | 3 | \$2,250.00 | |
| | 9 | 10 | M-F | 1200P-1230P 8 NEWS NOW AT NOON | :30 | \$750.00 | 09/17-09/21 | 3 | 1 | 3 | \$2,250.00 | |
| | 10 | *11 | F | 500P-630P 8 NEWS NOW ROTATION | :30 | \$1,300.00 | 09/14-09/14 | 2 ✓ | 1 | 2 | \$2,600.00 | |
| | | | | Sales Remark: V3 DATE CHANGE | | | | | | | | |
| | | | | V3 More than 2 codes changed | | | | | | | | |
| | 11 | *12 | F | 400P-500P NEWS | :30 | \$1,500.00 | 09/14-09/14 | 1 ✓ | 1 | 1 | \$1,500.00 | |
| | | | | Sales Remark: V3 DATE CHANGE | | | | | | | | |
| | | | | MG | | | | | | | | |
| | | | | V3 Added | | | | | | | | |

---REPORT TOTALS---

Report Totals: 15 / \$29,700.00

---SALES MONTHLY TOTALS---

Sep 12: 15 / \$29,700.00
Sales Totals: 15 / \$29,700.00
Station Totals: 15 / \$29,700.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|----------|------|----|------|-----|------|-----|------|-----|------|----|
| Market Totals | \$99,000 | CABL | 0% | KLAS | 30% | KSNV | 40% | KTNV | 25% | KTUD | 0% |
| | | KVCW | 0% | KVMY | 0% | KVVU | 5% | UNKN | 0% | | |

Books FEB11
Demos RA35+